

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK3144 – MULTIMEDIA & MARKETING

(All sections / Groups)

1 JUNE 2019

9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding cover page) with **FOUR (4)** questions only.
2. Attempt **ALL** questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions.

Question 1

(a) Companies that shift their focus to customer retention often find it to be a more efficient process because they are marketing to customers who already have expressed an interest in the products and are engaged with the brand, making it easier to capitalize on their experiences with the company (NG Data, 2015).

Part of customer retention is **retargeting** and **behavioural targeting**. Explain these two concepts with relevant examples.

(10 marks)

(b) According to software developer Christian Bennefeld, businesses know a lot more about us than we think. He says companies can track virtually everything you do online, including what websites you've visited, what items you've purchased, your location, or what device you may be using. And based on that, you may get different search results, and even prices.

A 2014 Northeastern University study found evidence of personalized prices on nine out of 16 e-commerce sites, "including cases where sites altered prices by hundreds of dollars." On some sites, it said users were steered toward more expensive hotels. But Bennefeld says a consumer likely won't know the exact reasons. "It depends on the retailer's strategy on how to price the goods on his particular website," he said.

(source: CBS Morning, 2017)

Define price discrimination. Analyse any **TWO (2)** positive points that this strategy is a good one for the company to use.

(15 marks)

Question 2

An organisation that does business online has critical components in the microenvironment. Illustrate all **FOUR (4)** components. Provide relevant example for each.

(25 marks)

Continued...

Question 3

Choose any existing company that sells a physical product or service. Describe on their utilisation on any **FOUR (4)** elements of the marketing mix in an online context.

(25 marks)

Question 4

It is critical for a company to have a structured approach to plan an integrated campaign. Distinguish and analyse all **FOUR (4)** steps in planning an integrated campaign with relevant examples.

(25 marks)

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